

IMPACT OF SOCIAL MEDIA ADVERTISEMENT TO THE CUSTOMER PRODUCT BRAND AWARENESS OF SELECTED INTERNATIONAL COFFEE SHOPS IN MUSCAT, OMAN: AN INQUIRY TO THE CUSTOMER

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ABSTRACT

The purpose of this study was to examine the impact of social media advertisement to the customer product brand awareness of the selected coffee shops in Muscat, Oman namely: Starbuck Café, Costa and Tim Horton's. Likewise, the study was explore on how social media advertisement platforms utilized by the company to deliver the accurate information of the firm to its target customer and how those advertisements create an appeal to its customer using the platform. It will also measure the degree of customer brand awareness and how likely the customers were persuaded to patronize the brand base on what is seen in the advertisement. Findings revealed that making a unique advertisement and use full information thru social media can bring more attention and create product brand awareness to the target customer. Furthermore, it also revealed that there were huge number of customers used social media to access the company product information, therefore, using these tool as a bridge to the customer awareness is very important.

Keywords: social media advertisement, coffee shops in Oman, customer brand awareness, Social Media Platforms, Target Customer.

INTRODUCTION

Now a days the use of social media as a tool for awareness is significantly increasing day by day, people are becoming socially fanatic and technologically aware of the different social media platforms as a tool for delivery of information, searching location, services inquiry and even online ordering can be done thru social media. That is why coffee business around the globe embraces the use of social media as a medium strategy to connect directly to the customer and maintain its customer brand awareness in the market.

In Oman where international coffee shops are sprouting in different business places of Muscat such as malls, condominiums, arcades, airport and other facilities. The use of social media to a coffee shop business is empirical for customer brand awareness as it will widen its scope and visibility to its target customer by using the different social media platforms such as Facebook, YouTube, Twitter, Digg, MySpace, StumbleUpon, Delicious, Scribd and Flickr. Through this medium strategy it will dramatically improve your customer share and it will help you to get closer to your customer.

To some businesses, social media is the next big thing, a medium support and yet powerful trend that must be adopt while it's still in the limelight, especially those in small medium enterprises are now using the social media as a route of their success in inculcating product brand awareness to its customer thru the use of various platforms. Likewise, more companies are now have a link pages to Facebook, Twitter and Instagram which normally you can find bellow the website homepage of the company. Facebook for instance some companies create a homepage and input several information about company products and services and invite customer to like and follow the link then automatically that link will notify the customer for

any information updates. For every opportunity you have to syndicate your name and increase your existence to your target customer is valuable. It will make your customer become more acquainted with your brand after seeing your products on multiple social media platforms.

According to Davis (2005, 26), brands aid the consumer to “select one product over another in a complex world of increased choice”. Brands help consumers to identify and choose products that they perceive as better in comparison to the alternatives. The role of brands as a “guide to choice” has continued the same way to the modern day since shortly after the brands were first begun to be used on livestock as a mark of ownership (Clifton, Simmons and Ahmad, 2003, 14).

The main purpose of this study was to determine the impact of social media advertisement to the customer brand awareness of Starbuck Café, Costa Café and Tim Horton’s Café. Examined how social media help the customer in terms of products and services available and company image. It was measure how social media will bring changes to the business product brand awareness. And how these company can improve the visibility to its target customer thru easy access using the different social media advertisement platforms in improving product brand awareness. In order to achieve the objective, the two statement were determined and analyzed: the customer profile of social media usage and the impact of social media in customer brand awareness and buying decision making.

REVIEW OF RELATED LITERATURE

Social media has advanced from simply providing a platform for individuals to stay in touch with their family and friends. Now it is a place where consumers can learn more about their favorite companies and the products they sell. Marketers and retailers are utilizing these sites as another way to reach consumers and provide a new way to shop. “Technology related developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social networks have extended marketers’ ability to reach shoppers through new touch points” (Shankar et al. 2011, 30).

According to Timilsina (2017) in his case study the result shows that social media has positive impact on restaurant business. Accepting social media by restaurants leads to increment in sales and flow of customers. Facebook and Instagram are social media tools used by the restaurants. Word of mouth plays a vital role for attracting new customers. Social media has provided cheap and accessible marketing platform to reach to thousands of customers instantly. Limitation of research includes small number of respondents and language barrier. Similar research could be done in the future where more respondents are available. Social media offers many possibilities for business expansion.

Similar to the study of Stein (2012) the relationship between social media use and consumer brand engagement revealed that the use of social media by businesses as a communication tool has grown rapidly in recent years. Despite this rapid adoption, little is known about the use of social media among consumers and its effect on brand behavior. This research study aims to fill this gap by investigating the relationship between social media use and consumer brand engagement. To conduct this research, an on-line survey was administered through Survey Monkey to 60 undergraduates ranging in age from 18-24 through a snowball method. Survey questions included: extent of social media use, willingness to engage with brands, views on online vs. offline retailers, and demographic questions. Results showed that 72.1% of respondents interacted with the social media platform, “Facebook,” on a daily basis. Furthermore, the primary reason for using social media was; “to keep in touch with friends”.

Respondents indicated that they were more likely to engage with a brand using social media when they were extrinsically rewarded (coupon, gift card, etc.) by a company. Also, results showed that there was no significant difference in “tendency to engage with” an online vs. offline retailers. Results of this study will help businesses use social media more effectively and increase participation by consumers. Despite the wide use of social media among college students, future research should extend this demographic to older populations and include comparisons among the different generations. Future research could also include more specific real world examples, to give less active social media users a feel for the benefits and/or complications of using social media to engage with brands.

Previous study of Odhiambo (2012) in her case study *Social Media as a Tool of Marketing and Creating Brand Awareness in Kenya* revealed that social media is a phenomenon that has become an important aspect in marketing mix and revolutionizing the way companies interact with customers. It is a new research field and a quick literature scan reveals that not many studies exist. Nevertheless, these few existing studies without scientific evidence with industry data, have rushed to conclude that the emergence of social media has led to the demise of the traditional advertising mainstream media. Study conclude that even though social media is more effective than some of the traditional advertising channels, it cannot be implemented in isolation without augmenting it with other forms of traditional advertising channels. The implications are that social media alone cannot single handedly create brand awareness or even develop business.

In the study of Naidoo (2011) contains the results of the correlations with respect to advertising personality of the consumer. The first correlation is the one between question 9 and question 17 with a correlation coefficient of 0.4. This could indicate that adverts on Facebook endorsed by celebrities should have a positive reaction to advertisements on Facebook. The other interesting correlation found is that advertisements with celebrities are found to be more attractive than those without. Therefore, the correlation between question 9 and question 35 has a coefficient value of 0.33. There is a keen interest in brands purchased to go with branding and reliability of a product when purchasing a product - this is evident with the correlation of question 10, question 25 and question 32 with coefficient value of 0.3 and 0.28 respectively. From the study a correlation exists between question 12, 22 and 36 with coefficient values of 0.30 and 0.31 respectively. This is an indication that consumers tend to communicate to their peers about advertisements that make them feel good and products of the highest quality. The correlation coefficient of 0.33 between question 16 and questions 29 bears testimony to the preferences consumers have for their products of choice as they are products that stand out in the market. The effectiveness of advertising through the social media in Gaute reveals that There are four particular constituents that contribute to advertising effectiveness on Facebook, namely brand engagement, brand attitude, brand image and consumer engagement. In conclusion, for advertisements to be effective on Facebook, a brand must be established and have a strong brand reputation as the advertisements on Facebook and other social media is serve to supplement the brand rather than to put the brand up the ranks in terms of reputation.

Tritama and Tarigana (2016) conducted a similar study about the effect of social media to the brand awareness of a product of a company result revealed Social media gives a significant influence on a company’s product brand awareness in the community. It is based on the results of the analysis using correlation bivariate where social media significantly affect any independent variables (Brand awareness of the products of a company in the public) with values Significance 2-tailed at each independent variables less than or equal to 0.05 which means to have a significant influence. Social media gives a significant influence on the enhancement of the product attraction to the product marketing that circulates on

social media. This can be seen in the results of analysis using Correlation Bivariate where relationships dependent variables (Social Media) and independent variables (Product Attraction) have a value of Pearson Correlation of 0.861 and it means that it has a very strong correlation. It also has a number Significance 2-tailed smaller or equal to 0.05 and it means that it also has a significant relationship. Results of this research at the same time validates the hypothesis (H1) where it says that the most dominant factor affecting the products on social media is the attraction of the products in the public. So the statement H1 is no longer a hypothesis but it has been proven correct

The research obtains significant results and has a strong correlation suggesting that social media can attract more customers since social media users are interested in the advertisement displayed. The results is generated through the analysis of Linear Regression. It shows that there is a strong correlation relationship between the dependent variables of social media attracts more customers of company Products (X4) and the independent variables of Marketing through Social Media interests Users of Social Media (Y4) with a correlation figure of 0.893 and it means that it has a very strong correlation.

The influence of social media on the independent variables 5 (Y5), Enhancement of New Products Awareness, has the lowest correlation number among the four other independent variables. This can be seen in the results of Correlation Bivariate analysis of the number 5 where Social Media only affects variables of Enhancement of New Products Awareness for 0.675 (numbers in Pearson Correlation) and it means the relationship between the two variables is moderate. However, since the value of Significance 2-tailed is still below 0.05 then the relationship between the two variables can still be said to be significant.

For companies that want to release a new product, they should market their products through social media, because it gives a significant influence on the public awareness of a product. It is already proven that each independent variable formed refers to the dependent variable, and that is social media. All of these variables have Significance 2-tailed numbers smaller or equal to 0.05 and it means it has a significant relationship between social media and brand awareness of a company's product future studies could consider other variables associated with brand awareness of a product on social media, such as Increasing Company Product in Capital Markets or Increasing Corporate Weekly Sales. Addition or alteration of these other variables is to convince companies about the significant role of social media to their products.

METHODOLOGY

The study used descriptive method of research using survey tool as the primary means of gathering data. The researcher made a questionnaire that was used in this study. The questionnaire is composed of two sets: set 1 screening on customer usage of social media and buying behavior which measures how frequent customer use any of social media platforms and set 2 social media product brand awareness impact and buying decision making.

The respondents of the study were 100 customers both men and women ages from 18 to 60 comprised of different ages from (18 to 30) 30%, (31 to 40) 35%, (41 to 50) 20%, (51 to 60) 15%. distributed from seven different nationalities such as; Oman (40%), Indian (15%), Philippines (15%), Pakistan (15%), American (5%), British (5%), Africa (5%). who stayed in Muscat, Oman for at least one year and a frequent visitor in Costa, Starbucks and Tim Horton's at the same time a frequent users any of those social media platforms. They were chosen by the researcher as respondents because they spent more time in a coffee shops and frequent users social media, researcher believes that since they have these two important

factors which is very vital for the study, therefore they can give an accurate information and exact insights about the study.

In order to test the functionality of the instrument of the data collection, the researcher conducted a dry run of the questionnaire among 9 respondents that are frequent user of social media and a patron of the three coffee shop from three different location such City Center, Qurom and Almouj Center. Copies of the questionnaire were distributed to the dry run respondents.

Permission to conduct this study was sought from the managers from the three coffee shops company of different locations. When the permission given, the researcher requested that he will be allowed to conduct the study and administer the questionnaires thru social media individually among the frequent visitors of the coffee shop. Responses were tallied, tabulated and descriptive analyses were used for the computed mean, weighted and rank.

RESULTS AND DISCUSSION

Table 1. Usage of social media and buying behavior

Social Media	Frequency	Percentage
Facebook	100	29%
YouTube	100	29%
Twitter	36	10.5%
Digg	11	3.21%
MySpace	18	5.26%
StumbleUpon	9	2.63%
Delicious	8	2.63%
Scribd	8	2.63%
Flickr	16	4.67%
Instagram	36	10.5%
Total	342	100%

Table 1 shows the percentage of active social media users of different social media platforms, as it shows Facebook has the highest numbers of active users with 29% tied up with YouTube also has 29% users, an indication that among of those platforms these were the most popular social network and most visited, its maybe because the two site are more dynamic as far as the features is concern, YouTube has an impressive features not only for personal video it also serves as a strategy tool in promoting or launching the business where you can post business information and advertisement, while Facebook is one of the most easy to use and entertaining feature where the users can create many activities such as creating profile, posting photo, video, send and receive messages and create a private page. Therefore, those company advertising their business thru these site, it will guarantee a quick feedback form the users due to its bulky number of users.

On the other hand, twitter demographic show 10.5% of its users are between 30-49 years old, while some are between the ages of 18 and 29. This fast-paced channel appeals more to younger customers. Despite its relatively small monthly user base, Twitter has another advantage for audience access. This platform isn't just popular with the average consumer. Journalists, politicians and celebrities all frequently use it too. This means that Twitter is often the place to find trending news, while Instagram has the percentage of 10.5% the reason behind this platform is still young and the user are not as much as Facebook and YouTube although the users are growing rapidly each year. as compared to the Digg platform is less popular which has only 3.21%, MySpace also attracts active user with the percentage of

5.26%, while these three platforms are the most less popular among of the respondents as the percentage were the same, aside from that there are only few business advertisement you can see to this platforms, StumbleUpon 2.63%, Delecious 2.63%, Scribd 2.63%, Meanwhile Flickr has shared 4.67%, As the result clearly shows what type of platform that the target customer were frequently visited, The result is an eye opener to the coffee shop companies as where to advertise their product.

Table 2. Time Spend per day on social media

Time Spent on Social Media	Frequency	Percentage
0 -20 minutes	11	11%
21 -30 minutes	23	23%
31-40 minutes	24	24%
41-50 minutes	10	10%
51-60 minutes	17	17%
More than 60 minutes	15	15%
Total	100	100%

The result in table 2 indicates the time that the user spend on the social media on a daily basis in any of the chosen platforms, there is a clear evidence that most of the respondents were frequent user of social media in most of their time, as it shows 11% of the respondents spent for a period of 0-20 minutes, compared to 23% of the users spent for 21- 30 minutes, while most of them spent 31-40 minutes with 24% in social media. 10% of the respondents spent 41-50 minutes, while 17% of them spent 51-60 minutes and 15% spent more than 1 hour, it only shows that social media has a contributory factor to customer product brand awareness.

Table 3. Factors that attracts customers to buy coffee

Indicator	Frequency	Percentage
Knowledge of Manufacturer	26	26%
Product are Price Low	33	33%
Advertisement of Product	28	28%
Word of Mouth	13	13%
Total	100	100%

Table 3 shows the percentage of respondent reasons in deciding to buy a coffee. The result is based on the four variables on what makes you decide to buy a coffee. The result showed indicator: knowledge of manufacturer was rated 26%, It emphasized that when buying a coffee it is very important that you must have knowledge about the manufacturer, while indicator: product are price low was rated 33% which implies that consumer will be more attracted to buy the product if the price is affordable, compare to indicator: advertisement of product was rated 28% which only mean that product advertising especially in social media can be one of the important tool in attracting buyers and educate them of the product thru advertisement information, and indicator: word of mouth rated 13% which indicates that by collecting information directly thru friend or colleagues could also help them in deciding to buy a coffee.

Table 4. Times that the company advertisement seen in social media

Company	Never seen	1 - 2 times	3 - 4 times	5 - 6 times	7 - 8 times	More than 8 times
Starbucks	6	8	14	23	22	30
Costa	9	16	13	27	21	25
Tim Horton's	3	9	9	33	21	21

Table 4: In the time spent on social media, how many times have you seen an advertisement of the following company?

Table 4 shows how many times that the respondent saw the advertisement in social media of Starbucks, Costa and Tim Horton's, According to the 6 respondents they never see the advertisement of Starbucks in social media while 9 answered that they never see any advertisement of Costa and 3 in Time Horton's. Meanwhile 8 respondents said that they saw the Starbucks advertisement in Facebook and YouTube for 1 to 2 times, and 16 told that they saw Costa advertisement in Instagram and Twitter, while 9 for Tim and Horton's. Most of the active social media users 14 said they saw Starbucks for at least 3 to 4 times, almost tied with Costa with 13 respondents and 9 in Tim Horton's. 23 respondents shared that they saw 5 to 6 times the advertisement of Starbucks while 27 for Costa and 33 for Tim Horton's. Huge of respondents replied that they noticed the social media ads up to 7 to 8 times 22 answered for Starbucks, 21 for Costa and 21 for Tim Horton's. Likewise for the seen more than 8 time where numbers of respondents actively seen the advertisement Starbuck was rated 30, while Costa 25 respondents seen and 21 of them seen the Tim Horton's advertisement. This is an indicator that when a company advertise their product thru social media it could bring awareness to your customer of your present as a business.

Table 5. Customers' assessment of the social media advertisement and brand awareness

	Indicators	Weighted Mean	Interpretation
1	The company advertise in social media contain an interactive link e.g. (Games, question and answer, puzzle etc. related to coffee and the company which will help you to recognize the brand.	2.4	Disagree
2	The company social media ads uses local language (Arabic) makes me understand the information and attract me to buy the product.	3.04	Agree
3	The company has a social media forum where the customer can discuss their experiences about the products and services of the company and give their comments and suggestion.	2.89	Agree
4	The company social media ads are catchy and give accurate information about the product which arouses me to buy the product.	3.29	Strongly Agree
5	The company offers a social media ads of their promos and other events which makes me aware of every time I see.	3.22	Agree
6	The company ads has visual content e.g. (videos, rhyme, photos and quotes is/are fit to my age which makes me recall the product most of the time.	3.1	Agree
7	The company ad incorporates a good humor, slogan, catchy phrases, picture and seasonal quotes it makes me remember and understand the products most of the time.	2.97	Agree
8	The company advertisement(s) appearance is consistent in most social media platforms that entice me to purchase the product.	3.25	Agree
9	The company offers an easy to download mobile app Which makes me recognize more the company easily.	2.72	Agree
10	The companies display a direct page link to the following social media platforms which gives me an easy access to company information.	3.41	Strongly Agree
	Over-all Weighted Mean	3.02	Agree

Table 5 shows the social media advertisements and their impacts to customers' awareness on the brand of International Coffee Companies located in Oman. The respondents *strongly agree* that direct link in social media advertisement provides easy access of company's information; it displays an average mean of 3.41. In the same manner, they *strongly agree* that customers can recognize the coffee brand name if the social media advertisements contain strategies like good humor, slogan, catchy phrases and seasonal quotations; wherein it has shown an average mean of 3.29. While the respondents *agree* that customers can understand, recognize, be attracted and be aware of the products' brand names every time the company's advertisements in social media contain the following: local language translations, visual effects, promotions, downloadable applications and forum. In addition, according to the respondents, the companies that display a consistent and direct page link to the social media platform entice customers to purchase the products. These extents of respondents' agreement range the average mean from 2.51 to 3.25.

The data displayed in table 6 gives a concrete impact of social media in customer brand awareness and buying decision making. With an over-all average mean of 3.02 this implied that upon the use of social media advertisements International Coffee Companies gain recognition from customers. Since social media is universally used, it is clear that companies, who advertise through it, can certainly advance their market opportunities.

CONCLUSION AND RECOMMENDATION

With the presence of social media in the society, businesses can now have an easy access to their target customer and educate them about company products and services. Moreover, Social media is a big much of help to facilitate customer brand awareness. That is why it is Empirical to Starbucks, Costa and Tim Horton's to take hold on social media and engage creatively to increase the awareness of the target market, as the result shows that most of the respondents were active users of social media specifically Facebook, YouTube and Instagram. This research also obtains a significant result as shown in table 6 social media advertisement and impact to customer brand awareness where the overall weighted mean was rated agree, this is an indicator that all variable were effective in dealing with product brand awareness. Therefore, this result could be a basis in designing an advertisement strategy in the future.

Furthermore, it is strongly recommended to the three companies to identify the most visited social media platforms and determine the best strategies for the specific customer and create more link to other platforms so the advertisement will be visible and increase the market share.

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